

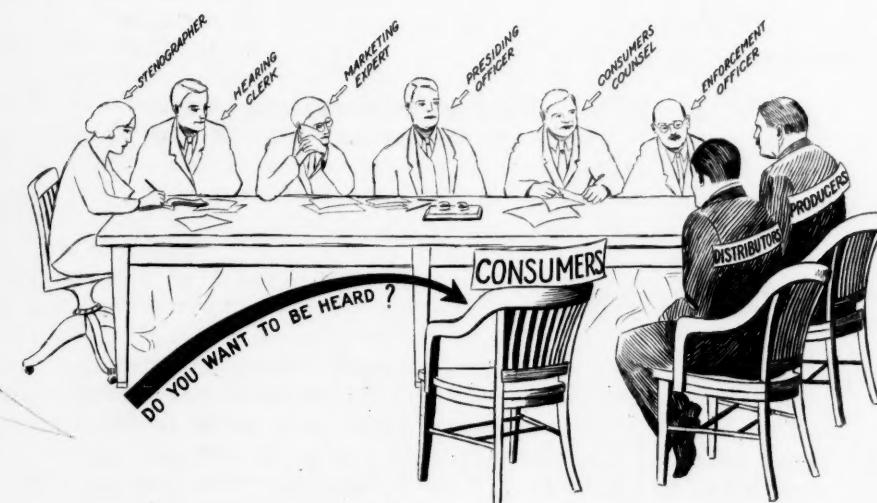
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Consumers'

A bi-weekly bulletin to aid consumers in understanding changes in prices and costs of food and farm commodities and in making wise, economical purchases.

Guide

THE NEW DEAL COMES TO TOWN



DEC 12 1933

Issued by the **CONSUMERS' COUNSEL** of the Agricultural Adjustment Administration
in cooperation with the Bureau of Agricultural Economics, Bureau of Home Economics, Bureau of Labor Statistics.

WASHINGTON, D.C.

VOL. I. No. 6

NOVEMBER 29, 1933

THE WESTWARD MARCH OF FARM IMPROVEMENT

The progressive march of agriculture and industry from the bottom lands of last March has now brought us to higher ground that must lead eventually to complete recovery. Factory workers in October received about 35% more in wages than a year ago, with about 23% more workers on the payrolls. Farmers in October received for their marketings about 44% more, nearly a fourth of this increase being in the form of benefit payments made by the Agricultural Adjustment Administration.

The expected effect of improvements in farm prices and farm income on the general welfare has already become evident. Some of the factories producing supplies for the farm and the farm home have more than doubled their payrolls through greater employment, and retail purchases by farmers are above those of last year in proportion to the increased cash returns from farm marketings.

The cotton and tobacco benefit payments quickened the rise out of depressed conditions in the South and Southeast. The benefit payments now going to the wheat belt and the benefits that later will go to the corn belt, are spreading farm purchasing power and industrial improvement westward beyond the Ohio and the Mississippi.

W. J. Westerwalt

Director, Processing and Marketing Division,
Agricultural Adjustment Administration.

THE NEW DEAL COMES TO TOWN

Scene: Conference room in a hotel in X city, Oklahoma.

Properties: A long table, and lots of chairs.

People: Milk distributors; dairy farmers; four men from Washington; another from a nearby city; ... and consumers.

Time: 9.30 in the morning.

There you have the setting for one of the most significant ACTS in the New Deal.

It is a round-table pow-wow on the milk problem in X city, Oklahoma. ... Held right there So that everybody who has anything to say about it can be heard.

Farmers who have been supplying milk to X city haven't been making much lately. They're broke, or near broke.... Distributors have been competing furiously with each other, cutting prices to get trade; they want a new deal Consumers, trying to make ends meet on low pay, have had to cut down on milk. They want more milk at prices they can pay.

And now these people have got together to thrash out this problem. They are meeting with men from the Agricultural Adjustment Administration which was given the job by Congress of building up the purchasing power of farmers' commodities, and at the same time protecting consumers....

Milk is the most important single farm commodity. It is perhaps, the

most important single food for consumers.

The four men from Washington are there to learn ... To get the real facts about milk in X city. ... To help put together an agreement that will be fair to everybody. An agreement that will work.

One of the men comes from the Marketing Division of the Administration. Another from the Legal Division. A third represents the Consumers' Counsel. The fourth is the Hearing Clerk. The man sitting at the table, who comes from a nearby city, is the Enforcement Officer. His job, as his title shows, is to help enforce any agreement drawn up in that region.

Before this conference takes place ---- maybe weeks or months ---- a tentative plan has already been suggested by the producers and distributors of milk in X city..... With these suggestions the experts in the Administration have drawn up

an agreement. A proposed agreement.

There are probably many clauses in this proposed agreement..... One clause must be there. A clause that gives farmers better prices than they got in those long-ago days, before the war. Unless the agreement boosts farmers' prices, it doesn't have a chance..... The idea is to make better consumers of farmers by giving them a chance to earn a decent living.

Another clause may fix prices to consumers.. Another may make special exceptions to these prices for schools, hospitals, relief agencies.

Licenses for distributors may be in the agreement, too....Provisions for giving each farmer an equal share in the market.

Each detail of the agreement may represent some privilege one party to the agreement would have to give up ... Maybe one party is giving up more than the other.

Obviously the effect of the agreement must be to put some order into milk supplies and distribution.

Consumers are concerned with every detail of the plan. They must pay the bill. If prices to consumers must go up to give the farmers a better break, consumers should be sure the farmers really get the breaks... If the higher

prices are going to cut down milk consumption, that should be known. Buying less milk will help nobody.

To get back to X city, Oklahoma ... After the marketing and legal and consumers' experts have gone over the proposed agreement in Washington, and the Secretary

of Agriculture has recommended the agreement for a public hearing, notice is sent to the city. Plans are got under way for this conference in the hotel in X city.

There, on the spot, farmers, distributors, consumers -- sitting around the table with the government experts -- have their chance to say what they like about this agreement. ... To pick it to pieces... to suggest changes... to throw the whole thing out and start all over again.

Clause by clause the agreement is gone over New facts come out ..New suggestions for a plan are made.

Everybody is heard ...Consumers of milk -- whether they buy a pint a day or gallons. This is their chance to say what they think about the service they are getting... to point out wastes... to say what price they can pay ... to suggest how they'd like to see milk distribution organized ... to learn what it costs to deliver milk to their doorsteps... to suggest cutting out unnecessary services to make certain

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consumers are adequately represented on any Milk Control Board that may be set up to administer the agreement.

Never before --since the days when distributing milk became a specialized business--have consumers had the chance to say what they think about prices... They could only stop buying when they didn't get what they wanted... Here's their chance to talk.

The record is carefully kept..... So that no suggestions for changes or improvements are lost...No criticisms of this or that provision...For this record is the basis on which the final agreement is to be worked out.

Finally the testimony is all in. The men from Washington pack up their papers and their bags and return to the capital.

There, page by page, the testimony of producers, distributors, and consumers of X city is gone over.....

A final agreement is drawn up..... One that seems to meet as nearly as possible--the requirements, the special problems of X city.

If the agreement, as finally drawn, is initialled by the Secretary of Agriculture, it is then sent back to the producers and distributors for signature. If signed by them, it is returned to Washington for final signature by the Secretary.

With this, the agreement goes into force.....Because no agreement can be

perfectly drawn, so that it pleases everybody, it is made effective only for a limited period.... After that it can be revised, or even drawn all over again...Out of this trial and error method, a sound, efficient, economical service should be developed.

SOME QUESTIONS CONSUMERS MIGHT ASK AT A MILK HEARING

1. How much of the price I pay for a quart of milk goes to the farmer?
2. What is the difference between the grades of milk (a) in bacteria count; (b) in butterfat content?
3. Is the price of a half pint of table cream more than the price of a quart of standard milk?
4. Is less milk sold now than in 1932 or in 1929?
5. How much does the agreement raise prices to consumers?
6. How much of this increase goes to the farmers?
7. Is there a special price to schools, hospitals, relief agencies?
8. Will there be consumers on the milk control board set up by the agreement? How will they be chosen?
9. How do the health regulations compare with the Milk Ordinance of the U.S. Public Health Service?
10. Is raw milk sold? Is there sanitary inspection of farms?
11. Is the supply of milk restricted in any way (1) by the Health Regulations (2) by the agreement?

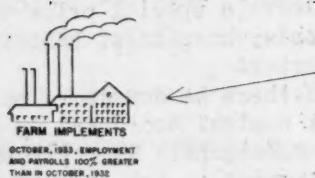
FACTORY PAYROLLS

IN OCTOBER, 1933
WERE CLOSE TO
35 PERCENT ABOVE
OCTOBER, 1932



FARM INCOME

IN OCTOBER, 1933
WAS CLOSE TO
44 PERCENT ABOVE
OCTOBER, 1932



FARM IMPLEMENTS

OCTOBER, 1933, EMPLOYMENT
AND PAYROLLS 100% GREATER
THAN IN OCTOBER, 1932

TWO INDUSTRIES THAT
DEPEND DIRECTLY ON
WHAT FARMERS HAVE
TO SPEND



FERTILIZERS

OCTOBER, 1933, EMPLOYMENT
AND PAYROLLS UP 60%
OVER OCTOBER, 1932

WHAT CIVIL WORKS MEANS TO RURAL COMMUNITIES

Imagine all the malaria breeding spots of the country wiped out ... all the insects that destroy crops, all the other pests that ruin property and bring disease in their wake!

Sounds impossible now, but it will seem less Utopian when the projects to be included in the Government's stupendous new Civil Works Program have got under way. Under this program disease breeding areas are going to be attacked and the control of destructive pests organized.

Building of farm-to-market roads, repair of school buildings, playgrounds, rural sanitation ... are among the many things planned for the villages and country places. It is estimated that 250,000 heads of farm families will work on drought relief road projects.

Four million persons will be employed under this new civil works program. Two million will be taken from unemployment relief rolls of the country. The others will be recruited by agencies designated by the U. S. Employment Service working in close cooperation with local Civil Works Administrations.

The new program is unlike anything ever before undertaken by the United States government. It puts into actual practice a new principle of government; its duty to find work for able bodied willing workers who have come on hard times because business has folded up.

As fast as it can the recovery program is trying to put farming on a paying basis ... Meantime many farm families have had to seek immediate relief DR. E.L.KIRKPATRICK Rural Relief Advisor of the Federal Emergency Relief Administration tells the Consumers' Guide not only about the extent of distress among rural families but about the great new adventure in civil works which is going to spread its beneficence into the country as well as into the city.

Every one is familiar with the plight of the city unemployed, but little is known of the distress in the rural sections of the country.

A survey of 166 agricultural counties showed that one in ten families were on public relief during July and August. In all rural and urban counties, the number was 11%. None of these rural families are lavishly aided. They receive less than 40 cents per day, for between four and five people.

Many of the most important projects to come under the program of civil works will be designed to help rural areas. Destitute farmers and jobless workers in rural communities will be given jobs on these projects and paid wages.

Workers employed on a project under the program will be paid at the same wage rate as prevails in the community in which the job is to be done in accordance with the minima set by the Public Works Administration, and on the basis of a 30-hour week.

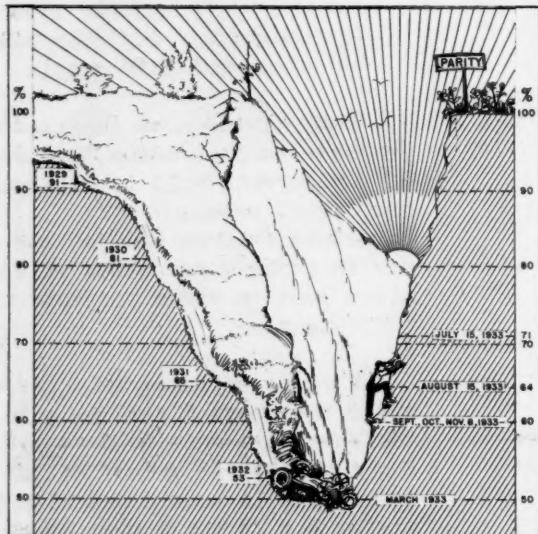
People in rural sections who have projects in mind that will provide more employment in their communities should send them quickly to the county or state Civil Works Administration.

PRICES COUNTRY PEOPLE PAY

Consumers in the country want to know how their prices compare with the city prices we report. We cannot give a good comparison. City consumers usually buy smaller quantities at a time. Qualities of the goods may differ and the conditions of the purchase may be so different that the average prices for articles of the same name are not directly comparable.

Retail prices for small towns and villages are collected, however. They are reported quarterly to the Bureau of Agricultural Economics by about 1,500 stores, located in various parts of the country, at which farmers buy. The stores were selected by asking farmers, reporting on crops, where they bought certain articles.

In response to our special request, the Bureau of Agricultural Economics has made available to us the average of the reported prices of certain commodities, so that we could show you how the averages of the prices to farmer-consumers run. The number of reports received in the past has been considered hardly sufficient for a good average for the country as a whole, and attempts are being made to collect more data so as to make these average figures more reliable.



While city and country prices should not be closely compared, in most cases food prices in both tend to move up and down together.

←
THE BUYING POWER OF FARM COMMODITIES.
←

IT
Sugar
Flour
Corn
Bacon
Butte
Beef,
Pork,
Lard,
Rice,
Coffe
Tea,
Orang
Lemon
Banana
Oatme
Vineg
Salt,
Raisi
Chees
Soda,

Overa
Shirt
Socks

Shoes
Glove
Union

Gingh
Musli
Dress
Bloom
Hose,

Sheet
Towel

Soap,
Starc
Keros
Broom
Fruit

PRICES IN RURAL COMMUNITIES.

(Average prices, reported by quarters)

ITEM	Sept. 15 1932	Dec. 15 1932	Mar. 15 1933	June 15 1933	Sept. 15 1933
<u>FOODS</u>					
Sugar, per lb.	5.2¢	5.1¢	5.1¢	5.4¢	5.8¢
Flour, per 24 lb. sack	57.1¢	55.0¢	54.0¢	66.0¢	\$1.00
Corn meal, per lb.	2.3¢	2.0¢	2.0¢	2.3¢	2.8¢
Bacon, smoked, per lb.	15.7¢	13.9¢	13.1¢	14.6¢	16.0¢
Butter, per lb.	23.3¢	24.7¢	21.4¢	23.3¢	25.0¢
Beef, fresh, per lb.	15.6¢	12.3¢	12.7¢	14.0¢	14.7¢
Pork, fresh, per lb.	14.5¢	10.5¢	11.2¢	12.7¢	13.6¢
Lard, per lb.	8.9¢	7.9¢	7.4¢	8.9¢	9.4¢
Rice, per lb.	5.4¢	5.0¢	4.8¢	5.1¢	5.7¢
Coffee, per lb.	22.4¢	22.5¢	21.8¢	21.6¢	22.4¢
Tea, per lb.	60.2¢	57.2¢	56.0¢	53.3¢	54.3¢
Oranges, per doz.	30.0¢	26.1¢	23.4¢	25.8¢	28.4¢
Lemons, per doz.	37.6¢	33.1¢	29.2¢	31.7¢	30.0¢
Bananas, per doz.	23.6¢	23.6¢	22.6¢	24.1¢	26.9¢
Oatmeal, bulk, per lb.	3.9¢	3.6¢	3.4¢	3.8¢	4.3¢
Vinegar, per gal.	31.5¢	31.0¢	30.1¢	29.8¢	29.0¢
Salt, per lb.	1.8¢	1.6¢	1.7¢	1.7¢	1.9¢
Raisins, per lb.	11.2¢	9.7¢	9.5¢	9.5¢	10.1¢
Cheese, per lb.	21.4¢	21.0¢	19.1¢	21.3¢	22.2¢
Soda, per box	7.1¢	7.1¢	7.1¢	7.1¢	7.1¢
<u>CLOTHING</u>					
Overalls, per pair	83.7¢	88.8¢	86.0¢	89.0¢	\$1.26
Shirts, men's work, each	55.3¢	54.3¢	53.0¢	52.7¢	72.0¢
Socks, men's work, cotton, per pair	11.1¢	11.2¢	10.7¢	10.6¢	13.8¢
Shoes, men's work, per pair	\$2.21	\$2.19	\$2.04	\$2.03	\$2.44
Gloves, cotton, per pair	13.0¢	12.7¢	11.9¢	11.9¢	15.0¢
Union suits, men's athletics, per pair	58.1¢	57.8¢	54.0¢	51.8¢	65.0¢
Gingham, per yard	11.9¢	11.5¢	11.2¢	11.4¢	15.5¢
Muslin, per yard	8.9¢	9.0¢	8.1¢	8.5¢	12.1¢
Dresses, house, each	81.2¢	80.4¢	74.0¢	75.4¢	\$1.00
Bloomers, knit rayon, per pair	44.0¢	41.9¢	39.9¢	38.8¢	44.9¢
Hose, Women's silk, per pair	73.3¢	70.5¢	67.0¢	63.5¢	77.0¢
<u>MISCELLANEOUS HOUSEHOLD ITEMS</u>					
Sheeting, 80 in. wide, per yard	32.0¢	31.2¢	29.4¢	29.2¢	37.5¢
Toweling, 16 in. bleached cotton, per yard	12.8¢	12.8¢	12.6¢	13.1¢	15.9¢
Soap, laundry, per bar	4.3¢	4.3¢	4.3¢	4.4¢	4.6¢
Starch, laundry, per lb.	8.7	8.7¢	8.5¢	8.5¢	8.8¢
Kerosene, per gal.	14.2¢	13.8¢	13.3¢	12.7¢	13.3¢
Brooms, house, each	43.6¢	41.3¢	38.7¢	38.4¢	43.6¢
Fruit jars, mason, 1 qt. per doz.	87.1¢	87.6¢	87.5¢	87.8¢	87.2¢

CHANGES IN

CITY RETAIL AND FARM PRICES

From October 24 to November 7, 1933

<u>Up</u>	<u>Down</u>		<u>No Change</u>		
<u>RETAIL</u>	<u>FARM</u>	<u>RETAIL</u>	<u>FARM</u>	<u>RETAIL</u>	<u>FARM</u>
Butter	Milk	Cheese	Rice	Milk	Butter
Eggs	Eggs	Hens	Hens	Flour	
Lard	Cheese	Round	Beef	Bread	
Rice	Wheat	Steak		Potatoes	
Pork		Leg of	Lamb	Prunes	
chops		lamb	Hogs		
			Pota-		
			toes		

Average retail prices in the United States

Commodity	Nov. 15 1932	Feb. 15 1933	Oct. 24 1933	Nov. 7 1933	Percent 1/ change Feb. 15-Nov. 7
Butter, lb.	27.6	24.8	28.2	28.4	12.4
Cheese, lb.	22.4	21.3	23.2	23.1	8.3
Milk, qt.	10.6	10.3	11.1	11.1	7.1
Eggs, doz.	37.6	31.4	33.4	34.6	27.8
Hens, lb.	22.4	21.3	20.5	20.3	-1.8
Round Steak, lb.	27.3	24.2	25.8	25.5	-.9
Leg of Lamb, lb.	21.3	21.7	21.5	21.3	-1.9
Pork Chop, lb.	20.2	17.6	23.1	23.2	17.1
Flour, lb.	3.0	2.9	4.8	4.8	69.6
Bread, lb.	6.7	6.4	8.0	8.0	25.9
Lard, lb.	8.7	7.7	9.5	9.6	24.4
Potatoes, lb.	1.4	1.5	2.3	2.3	38.8
Rice, lb.	6.2	5.8	6.8	6.9	18.1
Prunes, lb.	8.8	8.9	10.6	10.6	16.3

1/ Allowance has been made for an estimated average seasonal change so that these figures show the difference, above or below, such an average.

Average price per quart (in cents)

Markets	Feb. 15	Oct. 24	Nov. 7
United States	10.3	11.1	11.1
Atlanta	12.0	13.0	13.0
Baltimore	11.0	11.0	11.0
Birmingham	14.0	14.0	14.0
Boston	10.0	12.0	12.0
Bridgewater	12.0	14.0	14.0
Buffalo	10.0	11.0	11.0
Butte	11.7	11.0	11.0
Charleston, S.C.	13.0	13.0	13.0
Chicago	9.0	10.0	11.0
Cincinnati	10.0	11.0	11.0
Cleveland	8.0	9.5	9.5
Columbus	8.0	9.0	9.0
Dallas	9.0	9.0	9.0
Denver	10.0	10.0	10.0
Detroit	9.0	10.0	10.0
Fall River	12.0	12.0	12.0
Houston	8.4	10.3	10.0
Indianapolis	9.0	9.0	9.0
Jacksonville	13.0	14.0	14.0
Kansas City	10.0	10.0	10.0
Little Rock	10.0	12.0	12.0
Los Angeles	11.0	12.0	12.0
Louisville	9.7	11.0	11.0
Manchester	10.0	11.0	11.0
Memphis	10.0	11.0	11.0
Milwaukee	8.0	9.0	9.0
Minneapolis	5.8	8.0	8.0
Mobile	13.0	13.0	13.0
Newark	10.0	12.0	12.0
New Haven	12.0	14.0	15.5
New Orleans	10.0	12.0	12.0
New York	10.0	12.0	12.0
Norfolk	12.0	14.0	14.0
Omaha	7.0	9.0	9.0
Peoria	10.0	10.2	10.2
Philadelphia	9.0	11.0	11.0
Pittsburgh	9.0	10.3	10.3
Portland, Me.	12.0	12.0	12.0
Portland, Ore.	10.3	9.3	9.3
Providence	12.0	13.0	13.0
Richmond	11.5	11.5	11.5
Rochester	10.0	11.0	11.0
St. Louis	10.0	10.0	10.0
St. Paul	7.7	8.0	8.0
Salt Lake City	9.0	9.0	9.0
San Francisco	12.0	12.0	12.0
Savannah	13.7	13.7	11.7
Scranton	10.0	11.0	11.0
Seattle	9.0	10.3	10.3
Springfield, Ill.	9.1	10.0	10.0
Washington, D.C.	13.0	13.0	13.0

MILK (Fresh)

Last March the New Haven Department of Health published a bulletin on milk. It said:

"Altogether only two-thirds of the amount of milk which is considered desirable is being used..... New Haven should be using at least 50,000 pints more every day."

Milk was selling in New Haven at an average price of 10 cents a quart on March 15.... On November 7 it was 15.5 cents ... the highest price of any city reported on that date.

Only one other city changed prices from October 24 to November 7 --- Houston, Texas, where the average dropped from 10.3 to 10 cents a quart.

The national average price stayed at 11.1 cents.

This week a pile of letters enclosing answers to our questionnaire on milk -- published in the last issue of the CONSUMERS GUIDE -- came into our office. Consumers are giving us important news about their local milk problems..... and what they think should be done about them.

The first letter told us that in that particular city less than half a pint per person a day was consumed ... How much milk do the people in your city buy? What do you think would induce them to buy more?

Average price per pound (in cents)

Markets	Feb. 15	Oct. 24	Nov. 7
United States	24.8	28.2	28.4
Atlanta	26.9	28.6	29.1
Baltimore	27.2	31.2	31.0
Birmingham	25.1	27.4	28.3
Boston	24.7	28.4	29.1
Bridgeport	26.1	29.3	29.8
Buffalo	23.7	28.1	28.0
Butte	22.1	25.1	24.8
Charleston, S. C.	24.5	27.2	27.3
Chicago	25.1	29.4	29.3
Cincinnati	24.8	27.1	27.4
Cleveland	24.4	28.1	28.9
Columbus	24.9	28.3	27.5
Dallas	24.8	25.3	25.3
Denver	23.2	26.8	26.7
Detroit	23.1	26.6	27.4
Fall River	24.3	28.3	28.6
Houston	26.9	27.5	27.5
Indianapolis	25.7	28.9	29.4
Jacksonville	24.7	26.8	26.8
Kansas City	23.5	26.4	26.4
Little Rock	22.9	25.1	25.4
Los Angeles	23.9	27.9	28.5
Louisville	24.3	27.4	26.9
Manchester	25.1	28.1	28.7
Memphis	24.5	27.0	27.4
Milwaukee	24.1	28.8	28.6
Minneapolis	23.4	27.9	27.8
Mobile	24.8	26.5	26.4
Newark	26.9	31.8	31.6
New Haven	26.3	29.2	30.2
New Orleans	26.3	26.8	27.2
New York	25.6	31.0	31.3
Norfolk	25.3	29.8	29.5
Omaha	23.1	26.1	25.5
Peoria	24.0	26.4	26.3
Philadelphia	26.9	32.4	32.4
Pittsburgh	24.7	29.1	29.5
Portland, Me.	25.3	30.0	30.4
Portland, Ore.	23.3	26.1	26.3
Providence	25.4	28.7	29.8
Richmond	24.9	30.2	30.2
Rochester	23.4	26.3	27.7
St. Louis	25.9	28.1	28.4
St. Paul	22.9	27.4	27.7
Salt Lake City	20.9	24.3	25.9
San Francisco	25.3	27.3	27.9
Savannah	25.3	28.7	28.3
Scranton	24.3	29.4	29.1
Seattle	25.3	27.7	28.6
Springfield, Ill.	24.3	26.9	27.3
Washington, D. C.	27.2	30.7	30.6

BUTTER

The average retail price of butter went up slightly between October 24 and November 7 but on the latter date was about the same as on October 10.

There was about twice as much butter in storage November 1, 1933, as there was a year ago.

Twenty-seven cities had a higher average price for butter on November 7... The biggest increases -- more than a cent a pound -- were in Salt Lake City and Fall River.

The farmer received the same price for butter fat -- 20 cents a pound on November 7 as on October 24.

Markets	Average price per pound (in cents)		
	Feb. 15	Oct. 24	Nov. 7

United States	21.3	23.2	23.1
Atlanta	18.3	20.9	21.7
Baltimore	21.4	26.5	26.6
Birmingham	19.4	21.0	20.1
Boston	22.3	24.9	25.4
Bridgeport	28.7	29.3	28.8
Buffalo	24.0	24.8	24.6
Butte	19.8	19.3	18.9
Charleston, S. C.	19.0	20.1	20.1
Chicago	24.4	25.5	26.7
Cincinnati	23.6	24.5	24.2
Cleveland	23.4	25.7	26.0
Columbus	22.3	24.5	23.3
Dallas	19.5	22.3	22.7
Denver	24.2	24.0	23.7
Detroit	21.1	23.3	23.2
Fall River	24.1	25.4	25.5
Houston	16.8	18.6	18.7
Indianapolis	20.0	21.5	21.2
Jacksonville	18.1	19.4	19.9
Kansas City	20.7	20.9	20.2
Little Rock	16.8	19.0	19.3
Los Angeles	22.6	23.8	23.5
Louisville	19.2	20.8	21.2
Manchester	22.8	24.9	25.0
Memphis	16.0	18.9	19.1
Milwaukee	21.8	25.0	25.2
Minneapolis	19.6	21.0	20.6
Mobile	18.6	21.2	21.0
Newark	25.7	25.0	25.4
New Haven	27.9	28.7	29.3
New Orleans	19.3	20.7	20.5
New York	26.0	27.9	27.1
Norfolk	17.3	21.0	20.3
Omaha	19.3	22.1	20.9
Peoria	20.3	21.7	22.3
Philadelphia	25.6	27.5	27.6
Pittsburgh	22.5	22.8	22.5
Portland, Me.	22.3	25.9	25.4
Portland, Ore.	18.1	21.7	21.3
Providence	24.3	25.4	25.0
Richmond	17.9	21.5	21.5
Rochester	25.3	27.0	25.8
St. Louis	19.4	22.4	22.6
St. Paul	19.6	23.0	22.8
Salt Lake City	16.4	16.9	17.1
San Francisco	23.7	26.6	26.7
Savannah	17.9	19.7	19.6
Scranton	22.0	23.7	22.9
Seattle	19.3	20.2	20.3
Springfield, Ill.	20.0	21.1	21.1
Washington, D. C.	20.2	23.1	22.5

CHEESE

Ninety-six million pounds of cheese were in cold storage on November 1 the largest amount ever recorded for that date.

Despite the large stock on hand, production of cheese continued higher than a year ago.

.... When people do not or cannot buy much fresh milk, there comes the problem of what to do with all the milk they might have bought.

Some of it is made into cheese. Cheese, unlike fresh milk, can be stored if people are unable to buy it.... In fact, unlike most other foods, it improves in storage.

The average price of cheese for the 51 cities tended slightly downward between October 24 and November 7.

Average price per dozen (in cents)

EGGS

Hens lay fewest eggs this time of year ... so this is usually the most expensive month for consumer egg-buying.

We looked up November 15 retail egg prices for 20 years back, without finding as low an average price as this --- 34.6 cents a dozen.

Prices here are only for strictly fresh eggs. None of the storage eggs are included.

Eleven cities showed a slight decrease in egg prices from October 24 to November 7.... The remaining 40 increased. Cincinnati had the biggest rise -- about 8 cents.

Eggs are always cheaper in some cities than in others. Cities in great egg-producing states, such as Illinois, get cheaper eggs than Massachusetts cities do.

Farmers received an average of 24 cents a dozen on November 7. This is a very low price for November.

Markets	Feb. 15	Oct. 24	Nov. 7
United States	21.4	33.4	34.6
Atlanta	19.3	28.2	29.5
Baltimore	22.5	35.5	38.6
Birmingham	18.1	25.9	26.0
Boston	30.8	47.9	48.4
Bridgeport	28.3	47.1	50.0
Buffalo	22.8	35.0	36.3
Butte	25.6	35.4	34.8
Charleston, S.C.	18.9	29.8	28.7
Chicago	23.3	32.3	32.9
Cincinnati	19.9	29.2	37.4
Cleveland	19.9	34.8	36.5
Columbus	18.2	26.8	30.7
Dallas	17.9	31.1	33.9
Denver	18.7	34.5	36.9
Detroit	20.4	29.8	30.7
Fall River	28.2	44.8	45.3
Houston	16.2	25.4	27.0
Indianapolis	16.7	29.1	33.2
Jacksonville	20.1	36.9	35.8
Kansas City	19.3	25.0	28.7
Little Rock	16.0	25.4	25.9
Los Angeles	22.2	35.9	34.7
Louisville	17.0	27.2	27.1
Manchester	25.3	40.7	42.5
Memphis	16.3	23.5	23.6
Milwaukee	19.7	27.7	28.5
Minneapolis	19.5	25.4	27.2
Mobile	16.8	27.7	29.4
Newark	28.3	44.9	44.1
New Haven	29.7	42.8	43.6
New Orleans	17.2	24.5	25.3
New York	28.0	44.2	44.5
Norfolk	21.2	34.6	34.4
Omaha	16.8	23.1	24.1
Peoria	18.1	26.9	28.4
Philadelphia	25.0	37.1	39.6
Pittsburgh	21.6	35.0	36.0
Portland, Me.	25.7	38.7	40.6
Portland, Ora.	17.2	32.3	32.0
Providence	26.4	46.5	47.0
Richmond	19.7	31.1	32.4
Rochester	22.9	35.1	35.5
St. Louis	18.1	27.3	28.3
St. Paul	19.6	27.0	27.3
Salt Lake City	17.5	30.5	30.2
San Francisco	21.7	35.8	36.7
Savannah	17.6	31.2	29.8
Scranton	25.3	38.9	39.7
Seattle	20.5	35.7	34.9
Springfield, Ill.	17.5	26.8	28.8
Washington, D. C.	23.7	42.8	43.0

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Average price per pound (in cents)

Markets	Feb. 15	Oct. 24	Nov. 7
United States	2.9	4.8	4.8
Atlanta	3.4	5.3	5.3
Baltimore	2.9	5.0	4.9
Birmingham	3.1	4.9	4.9
Boston	3.2	5.0	5.1
Bridgeport	3.4	5.2	5.2
Buffalo	2.6	4.7	4.8
Butte	2.7	4.3	4.3
Charleston, S.C.	3.9	5.4	5.4
Chicago	2.6	4.6	4.7
Cincinnati	2.8	4.6	4.6
Cleveland	2.9	4.5	4.6
Columbus	2.4	4.2	4.1
Dallas	2.9	4.7	4.8
Denver	2.3	3.9	3.8
Detroit	2.8	4.4	4.4
Fall River	3.2	5.1	5.1
Houston	2.7	4.7	4.7
Indianapolis	2.5	4.5	4.2
Jacksonville	3.6	5.5	5.5
Kansas City	2.7	4.6	4.6
Little Rock	2.7	4.9	4.9
Los Angeles	2.8	4.3	4.3
Louisville	3.2	5.2	5.2
Manchester	3.0	5.2	5.2
Memphis	2.9	4.7	4.7
Milwaukee	2.7	4.6	4.6
Minneapolis	2.8	4.7	4.6
Mobile	3.3	5.1	5.0
Newark	3.0	4.8	4.9
New Haven	3.3	5.3	5.3
New Orleans	4.1	5.9	5.9
New York	2.9	5.0	5.0
Norfolk	3.0	4.9	4.9
Omaha	2.5	4.1	4.1
Peoria	2.5	4.7	4.7
Philadelphia	2.8	5.0	4.9
Pittsburgh	2.5	4.4	4.3
Portland, Me.	2.9	4.9	5.0
Portland, Ore.	2.7	4.3	4.2
Providence	3.3	5.2	5.2
Richmond	2.9	4.7	4.7
Rochester	2.9	5.2	5.2
St. Louis	2.6	4.7	4.7
St. Paul	2.6	4.6	4.6
Salt Lake City	1.8	3.5	3.6
San Francisco	3.3	5.0	5.0
Savannah	3.5	5.2	5.1
Scranton	3.0	5.0	5.0
Seattle	3.0	4.5	4.5
Springfield, Ill.	3.5	4.7	4.7
Washington, D.C.	3.0	5.2	5.3

WHEAT FLOUR

Slight decreases in the average price of flour occurred in 10 cities between October 24 and November 7.... Nine had slight increases... The rest remained unchanged....Price changes, where they occurred, were small.

Nationally, the average stayed at 4.8 cents per pound.

Farm price of wheat, however, showed a slight upward move. It increased from 66 cents a bushel on October 24 to 68 cents on November 7.

This slightly lessened the spread between what the farmer gets for wheat and what we pay for flour.

A bushel of wheat makes about 42.6 pounds of flour.

Roughly one-third of the price consumers pay for flour goes to the farmer for his wheat.

BREAD

More than half of the cities where the average price of bread increased were cities where the price was already above the national average.

Jacksonville leads the 51 cities in highest average -- 9.7 cents a pound loaf.

Milwaukee upped its average price most (from October 24 to November 7) ... $\frac{1}{2}$ cent.... but is still below the national average.

On November 7 the farmer received twice as much for wheat as on February 15. Wheat in a pound loaf of bread cost 1 cent on November 7; half a cent on February 15.

A consumer asked us the other day: "How much was bread when wheat was a dollar a bushel; and how much was bread when wheat was 50 cents?"

The CONSUMERS GUIDE looked up the record and sent this reply:

"In July, 1916, wheat averaged exactly a dollar a bushel. The average price of a pound loaf of bread on July 15, 1916, was 7.0 cents.

"In November, 1931 wheat averaged 50 $\frac{1}{2}$ cents a bushel. The average price of a pound loaf of bread on the 15th of that month was 7.3 cents."

However, strictly accurate comparisons of this kind are impossible, since bread formulas, baking methods, and selling methods have changed. The present tendency to slice and wrap bread adds to the cost.

Markets	Average price per pound loaf of white bread (baked) (in cents)		
	Feb. 15	Oct. 24	Nov. 7
United States	6.4	8.0	8.0
Atlanta	6.3	8.6	8.6
Baltimore	6.6	8.3	8.4
Birmingham	6.9	8.4	8.6
Boston	6.3	7.5	7.6
Bridgeport	6.7	7.9	7.9
Buffalo	6.2	8.2	8.2
Butte	7.9	8.3	8.3
Charleston, S.C.	7.2	9.1	9.1
Chicago	6.1	7.1	7.1
Cincinnati	5.3	7.0	6.8
Cleveland	5.4	7.1	7.1
Columbus	5.8	7.4	7.3
Dallas	4.9	8.0	7.9
Denver	5.9	7.2	7.1
Detroit	5.8	7.2	7.1
Fall River	5.4	7.6	7.3
Houston	4.8	7.8	7.8
Indianapolis	4.8	6.6	6.6
Jacksonville	6.9	9.3	9.7
Kansas City	6.7	7.9	7.9
Little Rock	6.4	8.3	8.5
Los Angeles	7.2	8.8	8.8
Louisville	5.4	7.4	7.2
Manchester	5.6	7.1	7.4
Memphis	6.7	7.9	7.9
Milwaukee	6.2	7.3	7.8
Minneapolis	6.5	8.1	8.1
Mobile	7.4	8.6	8.7
Newark	7.7	9.3	9.3
New Haven	6.2	7.8	7.9
New Orleans	6.1	8.3	8.2
New York	7.3	8.6	8.6
Norfolk	6.8	8.6	8.6
Omaha	5.7	8.3	8.3
Peoria	6.4	7.7	7.7
Philadelphia	6.3	7.8	7.8
Pittsburgh	6.8	8.1	8.1
Portland, Me.	7.0	7.7	7.6
Portland, Ore.	7.5	8.3	8.2
Providence	5.9	7.4	7.4
Richmond	6.4	8.4	8.5
Rochester	6.2	8.3	8.3
St. Louis	6.2	7.8	7.8
St. Paul	6.5	8.2	8.3
Salt Lake City	6.2	7.3	7.3
San Francisco	8.3	9.1	9.1
Savannah	6.8	9.6	9.4
Scranton	7.9	9.3	9.3
Seattle	7.8	8.4	8.4
Springfield, Ill.	6.9	7.7	7.7
Washington, D.C.	7.1	8.2	8.2

(Average price per pound (in cents)

Markets	Feb. 15	Oct. 24	Nov. 7
United States	1.5	2.3	2.3
Atlanta	2.0	3.2	3.1
Baltimore	1.5	2.1	2.1
Birmingham	2.1	3.2	2.9
Boston	1.5	2.3	2.3
Bridgeport	1.4	2.2	2.1
Buffalo	.9	1.7	1.6
Butte	.8	1.2	1.3
Charleston, S. C.	1.8	2.7	2.8
Chicago	1.5	2.2	2.1
Cincinnati	1.5	2.4	2.2
Cleveland	1.4	2.2	2.2
Columbus	1.2	2.5	1.9
Dallas	2.6	3.5	3.2
Denver	1.6	2.1	2.0
Detroit	.9	1.7	1.6
Fall River	1.3	2.2	2.2
Houston	2.3	3.4	2.7
Indianapolis	1.2	1.9	1.8
Jacksonville	1.7	2.6	2.6
Kansas City	1.6	2.1	2.4
Little Rock	1.8	2.5	2.5
Los Angeles	1.8	2.5	2.3
Louisville	1.5	2.3	2.1
Manchester	1.3	2.1	2.1
Memphis	2.2	2.7	2.7
Milwaukee	1.3	1.9	1.9
Minneapolis	1.0	1.9	1.9
Mobile	1.7	2.4	2.3
Nowark	1.7	2.7	2.7
New Haven	1.6	2.3	2.3
New Orleans	2.1	2.7	2.5
New York	1.9	2.7	2.8
Norfolk	1.3	2.8	2.7
Omaha	1.3	1.8	1.8
Peoria	1.3	2.0	1.9
Philadelphia	1.8	2.5	2.6
Pittsburgh	1.4	2.3	2.3
Portland, Me.	1.3	2.1	2.0
Portland, Ore.	1.5	2.0	1.7
Providence	1.4	2.3	2.2
Richmond	1.1	2.1	2.4
Rochester	.9	1.3	1.3
St. Louis	1.6	2.2	2.2
St. Paul	1.0	1.8	1.8
Salt Lake City	.9	1.6	1.6
San Francisco	1.9	2.5	2.4
Savannah	1.9	2.5	2.5
Scranton	1.3	2.4	2.2
Seattle	1.4	2.2	2.0
Springfield, Ill.	1.4	2.0	2.0
Washington, D. C.	1.8	2.8	2.6

POTATOES

Potato prices -- both at the farm and in the city store dropped steadily from last summer's high point --- to October 24.

From October 24 to November 7 farm prices continued downward. ... The average city price stayed still.

Half the cities, however, had a lower price on November 7; nearly half had no change; 7 had a higher price.

The farmer's price moved definitely downward -- from 80 to 75 cents a bushel.

There are 60 pounds of potatoes in a bushel. We bought the potatoes at retail for 2.3 cents a pound, which would make \$1.38 for a bushel, on November 7... With 75 cents going to the farmer, 63 cents went to pay for transporting and distributing the potatoes.

Part of the dealer's margin on potatoes pays for the expense of selling in small lots of from one to five pounds to a customer. Consumers who bought larger quantities could get a bushel for less than \$1.38.

Average price per pound (in cents)

Markets	Feb. 15	Oct. 24	Nov. 7
United States	21.3	20.5	20.3
Atlanta	18.0	21.7	20.4
Baltimore	23.3	24.3	24.1
Birmingham	16.2	17.7	17.7
Boston	22.6	21.7	21.7
Bridgeport	23.9	20.8	20.8
Buffalo	22.0	20.7	20.5
Butte	20.9	17.9	18.0
Charleston, S.C.	19.2	21.0	21.0
Chicago	22.9	20.2	20.4
Cincinnati	23.1	20.1	20.5
Cleveland	22.6	22.5	22.3
Columbus	21.8	21.7	21.9
Dallas	17.6	17.6	15.7
Denver	17.9	17.0	17.7
Detroit	20.2	20.5	17.0
Fall River	23.7	23.4	23.6
Houston	19.2	21.9	21.9
Indianapolis	22.5	20.0	19.8
Jacksonville	19.0	21.3	21.7
Kansas City	18.8	16.8	17.3
Little Rock	15.4	16.5	14.9
Los Angeles	24.9	27.3	27.3
Louisville	18.7	16.9	17.3
Manchester	24.1	24.7	22.6
Memphis	17.0	18.4	18.4
Milwaukee	20.1	18.5	16.9
Minneapolis	20.9	17.6	17.8
Mobile	19.0	17.2	17.6
Newark	22.8	20.4	20.3
New Haven	24.1	23.6	23.2
New Orleans	21.5	19.5	19.0
New York	22.4	21.9	21.4
Norfolk	20.5	21.6	21.6
Omaha	18.0	17.3	16.1
Peoria	17.9	17.8	17.5
Philadelphia	25.2	23.1	23.3
Pittsburgh	23.5	23.1	21.7
Portland, Me.	22.7	22.6	22.6
Portland, Ore.	18.5	20.9	19.7
Providence	24.8	22.1	22.2
Richmond	21.1	19.9	20.6
Rochester	19.3	19.0	18.6
St. Louis	21.3	18.9	18.6
St. Paul	20.2	17.0	17.6
Salt Lake City	20.4	18.0	18.3
San Francisco	26.4	23.8	23.6
Savannah	16.6	19.2	18.9
Scranton	22.8	22.0	22.3
Seattle	19.9	20.3	21.4
Springfield, Ill.	18.6	16.9	17.3
Washington, D. C.	24.6	23.6	24.5

HENS

At this season of the year the price of poultry usually goes down.... No immediate increase in price is likely.

The average retail price per pound, for the country as a whole, tended downward slightly between October 24 and November 7.

21 cities had a lower average price; 19 a higher average.

In Washington, D. C., St. Paul, Mobile, Milwaukee, Louisville, Kansas City, Jacksonville, Cincinnati -- the increases were highest.

Increases in these cities ranged from 4/10ths to 9/10ths of a cent a pound.

Meanwhile the farmer on November 7 received 9 cents a pound for his hens, instead of 9.2 cents on October 24.

Average price per pound (in cents)

Markets	Feb. 15	Oct. 24	Nov. 7
United States	24.2	25.8	25.5
Atlanta	26.5	28.4	26.7
Baltimore	21.7	24.5	24.3
Birmingham	25.1	26.3	26.8
Boston	33.2	32.4	32.5
Bridgeport	30.6	31.9	31.5
Buffalo	22.5	24.6	23.9
Butte	15.7	17.6	17.4
Charleston, S.C.	25.0	26.7	27.2
Chicago	22.3	24.4	23.9
Cincinnati	25.1	26.4	26.2
Cleveland	22.8	25.4	24.2
Columbus	23.7	27.8	27.9
Dallas	25.9	27.9	28.0
Denver	20.9	22.4	22.5
Detroit	22.9	25.5	26.3
Fall River	29.9	31.9	30.2
Houston	22.9	21.5	23.0
Indianapolis	23.9	27.3	27.5
Jacksonville	22.5	24.0	24.2
Kansas City	22.8	23.4	23.4
Little Rock	23.5	23.7	24.7
Los Angeles	23.1	24.9	24.6
Louisville	23.6	26.0	25.9
Manchester		32.2	31.1
Memphis	21.6	26.3	27.8
Milwaukee	23.6	22.7	23.3
Minneapolis	21.9	23.6	23.3
Mobile	21.5	23.2	23.2
Newark	29.7	30.4	29.9
New Haven	29.6	30.5	29.4
New Orleans	23.6	23.6	23.2
New York	28.7	29.2	28.4
Norfolk	22.8	25.1	24.8
Omaha	22.0	22.8	22.6
Peoria	21.0	24.6	24.6
Philadelphia	23.4	26.8	26.4
Pittsburgh	22.1	24.3	22.3
Portland, Me.	29.3	30.8	30.3
Portland, Ore.	19.3	20.6	19.7
Providence	30.3	30.1	29.7
Richmond	22.5	25.1	24.5
Rochester		23.2	23.2
St. Louis	22.1	27.9	27.1
St. Paul	21.7	22.2	22.6
Salt Lake City	20.3	21.7	21.3
San Francisco	25.0	24.3	23.6
Savannah	22.1	23.7	23.6
Scranton	27.6	27.6	24.9
Seattle	22.3	23.7	23.4
Springfield, Ill.	22.1	24.1	25.3
Washington, D.C.	25.4	25.4	25.1

ROUND STEAK

The number of choice steers at Chicago in the week ending October 28 was probably near an all-time record for any week at that market.

Both retail and farm prices shaded downward.

More than half of the cities had a lower price on November 7 than on October 24.

However, 14 of the cities had a higher average price for round steak on November 7 than on October 24. The increase was a cent or more per pound in four -- Houston, Little Rock, Memphis, Springfield (Ill.)

The price the farmer received for his beef cattle dropped from \$3.50 per 100 pounds on October 15 to \$3.40 on October 31.

Average price per pound (in cents)

LEG OF LAMB

Lamb is usually slightly higher in price at this time of year than in February. This year it is a little lower.

Despite the drop in the average retail price for the country, in 18 cities the price went up.

It increased a cent or more a pound in Baltimore, Kansas City, Memphis, and Savannah.

Farmers' prices, on the other hand, were higher at the end of October than in February. The farm price for 100 pounds of lamb on February 15 was \$4.19 and on October 31 \$4.75. This was a drop of 26 cents from the October 15 farm price.

Supplies of lamb in the wholesale market were larger in October than in the previous months of this year, but are likely to be smaller in the near future.

Markets	Feb. 15	Oct. 24	Nov. 7
United States	21.7	21.5	21.3
Atlanta	21.1	21.8	21.7
Baltimore	20.9	20.8	22.0
Birmingham	22.0	22.3	22.5
Boston	22.8	21.4	20.7
Bridgeport	23.4	22.5	23.0
Buffalo	20.7	19.1	18.8
Butte	19.4	19.5	19.5
Charleston	25.3	24.0	25.0
Chicago	22.2	21.0	20.9
Cincinnati	23.8	23.3	23.6
Cleveland	21.5	21.2	21.1
Columbus	26.1	24.2	24.1
Dallas	21.7	23.5	24.1
Denver	19.3	18.5	18.7
Detroit	19.8	24.8	24.8
Fall River	22.2	21.2	21.5
Houston	20.6	19.7	19.4
Indianapolis	22.5	24.3	23.9
Jacksonville	21.0	20.5	21.3
Kansas City	20.2	20.3	21.4
Little Rock	21.3	22.1	21.1
Los Angeles	20.5	22.0	21.9
Louisville	24.0	23.8	23.8
Manchester	22.9	21.9	20.6
Memphis	22.3	23.3	24.6
Milwaukee	22.0	20.9	20.6
Minneapolis	20.6	20.4	19.4
Mobile	22.0	22.9	22.7
Newark	21.4	20.2	19.9
New Haven	22.6	22.1	21.2
New Orleans	21.9	21.3	20.9
New York	21.8	21.1	20.4
Norfolk	19.3	20.1	18.8
Omaha	18.9	18.8	18.9
Peoria	19.0	20.3	20.9
Philadelphia	23.1	21.7	21.7
Pittsburgh	21.8	22.7	21.0
Portland, Me.	19.5	18.1	18.8
Portland, Ore.	19.0	19.1	19.1
Providence	23.3	21.9	20.5
Richmond	23.4	23.3	22.3
Rochester	19.9	18.2	17.3
St. Louis	22.1	26.0	23.0
St. Paul	19.5	18.1	18.3
Salt Lake City	20.8	21.1	21.2
San Francisco	22.2	23.7	23.3
Savannah	23.2	20.9	22.3
Scranton	24.7	24.1	24.0
Seattle	20.3	20.0	19.8
Springfield, Ill	21.8	23.4	21.9
Washington, D.C.	22.5	20.6	20.5

Average price per pound (in cents)

Markets	Feb. 15	Oct. 24	Nov. 7
United States	17.6	23.1	23.2
Atlanta	18.3	23.4	23.2
Baltimore	17.1	22.3	23.1
Birmingham	14.1	16.8	18.6
Boston	18.9	25.4	26.3
Bridgeport	20.2	27.6	27.0
Buffalo	13.4	25.6	26.3
Butte	16.1	19.0	19.4
Charleston	15.5	18.4	20.0
Chicago	18.0	24.8	22.9
Cincinnati	16.1	23.7	20.0
Cleveland	17.6	24.7	24.3
Columbus	16.2	24.2	24.2
Dallas	16.7	21.1	22.9
Denver	16.0	20.6	20.5
Detroit	18.8	25.3	25.5
Fall River	17.9	22.6	23.4
Houston	17.4	20.4	20.5
Indianapolis	17.9	20.9	21.5
Jacksonville	14.7	18.2	19.5
Kansas City	16.7	21.0	21.0
Little Rock	13.7	18.5	18.8
Los Angeles	21.2	28.1	28.6
Louisville	14.6	19.1	18.2
Manchester	17.8	24.7	25.1
Memphis	13.2	19.8	21.6
Milwaukee	18.5	22.4	23.1
Minneapolis	18.6	23.7	23.7
Mobile	13.4	20.1	21.4
Newark	18.3	23.5	23.4
New Haven	19.9	26.3	27.6
New Orleans	14.6	19.1	20.1
New York	20.4	24.4	25.0
Norfolk	14.6	20.4	20.4
Omaha	14.1	20.0	19.5
Peoria	15.1	20.7	21.1
Philadelphia	19.3	25.1	24.3
Pittsburgh	17.2	23.2	21.8
Portland, Mo.	18.8	26.2	27.4
Portland, Ore.	16.5	20.5	20.4
Providence	20.2	25.9	27.1
Richmond	15.9	23.5	23.4
Rochester	16.8	24.0	24.7
St. Louis	16.3	23.2	23.2
St. Paul	17.0	21.8	22.3
Salt Lake City	19.9	22.3	23.1
San Francisco	22.3	26.7	26.9
Savannah	14.5	17.3	19.0
Scranton	21.2	26.5	25.6
Seattle	20.4	24.4	24.1
Springfield, Ill.	15.3	20.7	21.4
Washington, D.C.	20.1	26.4	29.3

PORK CHOPS

In a number of cities on November 7, pork chops cost more than round steak, although the average price of pork chops for all cities was below that for round steak.

Thirty-one cities upped their price of pork chops from October 24 to November 7.

In 12, this increase was marked, amounting to a cent or more per pound.

The biggest increase was in Washington, D.C., where the average price went up nearly 3 cents during the two-weeks period.

This is the time of year when hog prices have usually gone down. This year is no exception.

Farmers received \$3.70 for 100 pounds on October 31, against \$4.17 on October 15.

LARD

Almost twice as much lard was in storage on November 1 as there usually is, but the average retail price went up slightly between October 24 and November 7.

Thirty cities showed price advances 15, lower prices.

Biggest increase was in St. Louis
... the next, in Mobile.

This is the low time of the year for farmers' hog prices. They dropped from \$4.17 per hundred pounds on October 15 to \$3.70 on October 31.

Average price per pound (in cents)

Markets	Oct. 15	Oct. 24	Nov. 7
United States	7.7	9.5	9.6
Atlanta	7.7	9.4	9.7
Baltimore	7.0	9.1	9.0
Birmingham	7.6	9.1	9.1
Boston	7.9	9.8	9.7
Bridgeport	7.5	9.5	9.7
Buffalo	7.1	8.8	8.9
Butte	9.8	10.0	10.4
Charleston, S.C.	8.6	9.9	10.1
Chicago	7.8	9.7	9.7
Cincinnati	7.2	10.1	10.3
Cleveland	7.3	9.6	9.6
Columbus	6.5	8.2	8.3
Dallas	8.8	11.0	11.3
Denver	7.5	8.8	9.0
Detroit	6.5	8.4	8.6
Fall River	7.4	8.7	8.8
Houston	8.1	9.4	9.5
Indianapolis	6.8	8.7	8.8
Jacksonville	8.2	9.6	9.7
Kansas City	8.3	9.7	9.6
Little Rock	7.9	9.6	9.8
Los Angeles	8.9	9.9	9.8
Louisville	6.9	9.0	8.8
Manchester	7.7	11.1	9.7
Memphis	5.6	8.7	8.9
Milwaukee	8.0	9.8	9.9
Minneapolis	7.5	9.5	9.5
Mobile	8.2	8.7	9.2
Newark	8.6	9.6	9.5
New Haven	9.2	10.2	10.1
New Orleans	6.9	8.2	8.5
New York	8.4	10.4	10.7
Norfolk	7.6	9.0	8.8
Omaha	7.9	9.9	9.7
Peoria	7.3	9.6	9.7
Philadelphia	7.9	10.2	9.8
Pittsburgh	7.2	9.1	9.0
Portland, Me.	7.3	9.2	9.4
Portland, Ore.	9.6	10.2	10.3
Providence	8.2	9.3	9.2
Richmond	7.5	9.2	9.2
Rochester	7.2	9.2	9.2
St. Louis	5.9	8.1	8.8
St. Paul	7.9	10.0	10.2
Salt Lake City	9.9	10.6	11.0
San Francisco	10.1	10.8	10.9
Savannah	8.4	9.9	9.8
Scranton	7.6	9.6	9.7
Seattle	9.8	10.8	11.0
Springfield, Ill.	7.1	9.3	9.0
Washington, D.C.	7.2	9.2	9.4

PRUNES (Average price per lb. in cents)

Markets	Feb. Oct. Nov.		
	15	24	7
United States	8.9	10.6	10.6
Atlanta	8.3	10.3	10.8
Baltimore	8.0	10.1	10.1
Birmingham	8.2	9.8	9.9
Boston	8.5	10.2	10.3
Bridgeport	8.4	10.1	10.2
Buffalo	9.1	11.6	11.1
Butte	9.5	10.2	10.1
Charleston, S.C.	8.4	9.8	9.8
Chicago	10.2	11.8	12.0
Cincinnati	9.2	10.4	10.6
Cleveland	9.8	10.3	10.2
Columbus	9.1	11.0	10.8
Dallas	9.3	11.0	11.4
Denver	9.8	12.7	12.3
Detroit	9.0	10.5	11.4
Fall River	8.5	9.9	10.0
Houston	8.7	10.1	10.1
Indianapolis	10.2	11.6	11.7
Jacksonville	8.6	10.3	10.1
Kansas City	9.5	11.3	11.6
Little Rock	8.5	10.0	10.3
Los Angeles	8.5	9.7	9.5
Louisville	9.4	11.4	10.6
Manchester	7.7	9.9	11.3
Memphis	9.3	10.0	10.1
Milwaukee	8.9	11.3	11.4
Minneapolis	10.1	11.4	11.5
Mobile	8.2	9.4	9.3
Newark	8.4	9.7	9.7
New Haven	9.0	10.7	11.0
New Orleans	8.9	10.1	10.1
New York	8.1	10.2	10.2
Norfolk	8.1	10.8	10.2
Omaha	9.1	12.2	12.0
Peoria	10.8	12.7	12.4
Philadelphia	8.6	10.0	10.1
Pittsburgh	8.5	10.9	10.9
Portland, Me.	9.3	10.3	10.8
Portland, Ore.	5.4	8.3	7.7
Providence	9.1	10.7	10.6
Richmond	8.5	9.7	10.1
Rochester	9.5	11.9	12.3
St. Louis	10.3	11.9	12.0
St. Paul	10.3	11.5	11.4
Salt Lake City	8.7	10.3	10.6
San Francisco	6.4	9.0	8.9
Savannah	8.5	10.7	10.7
Scranton	8.7	10.8	10.5
Seattle	7.3	9.4	9.2
Springfield, Ill	9.9	11.7	11.5
Washington, D.C.	9.9	11.3	11.1

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RICE (Average price per lb. in cents)

Markets	Feb. Oct. Nov.		
	15	24	7
United States	5.8	6.8	6.9
Atlanta	5.7	6.4	6.4
Baltimore	5.2	6.6	6.7
Birmingham	5.2	5.6	5.6
Boston	6.5	7.3	7.4
Bridgeport	6.8	7.5	7.6
Buffalo	5.7	6.5	6.4
Butte	5.9	7.0	7.0
Charleston, S.C.	5.8	4.9	4.9
Chicago	6.2	6.9	6.8
Cincinnati	6.2	7.0	7.2
Cleveland	4.8	6.4	6.7
Columbus	6.4	7.3	7.5
Dallas	8.5	9.4	9.4
Denver	5.5	6.9	7.0
Detroit	5.1	6.6	6.4
Fall River	6.0	6.3	6.2
Houston	4.3	5.5	5.6
Indianapolis	5.3	6.3	6.6
Jacksonville	4.0	5.1	5.2
Kansas City	6.3	7.1	7.5
Little Rock	4.3	5.7	6.0
Los Angeles	5.7	6.6	6.9
Louisville	5.8	7.9	8.3
Manchester	5.3	6.8	6.6
Memphis	4.7	5.4	5.5
Milwaukee	5.7	7.0	7.4
Minneapolis	5.3	6.5	6.9
Mobile	4.4	5.7	5.9
Newark	5.8	6.2	6.5
New Haven	7.9	8.3	8.5
New Orleans	5.1	5.4	5.3
New York	5.6	7.1	7.0
Norfolk	5.8	6.7	6.8
Omaha	6.2	7.6	7.8
Peoria	5.6	6.9	7.5
Philadelphia	5.9	7.5	7.6
Pittsburgh	5.7	7.2	7.1
Portland, Me.	8.3	8.0	8.2
Portland, Ore.	5.6	7.2	7.3
Providence	6.0	6.7	6.8
Richmond	7.6	7.7	7.7
Rochester	5.5	6.6	7.2
St. Louis	5.0	6.5	6.6
St. Paul	5.8	7.3	7.3
Salt Lake City	6.2	7.1	6.9
San Francisco	6.0	7.4	7.6
Savannah	5.1	5.8	5.7
Scranton	6.7	7.0	6.8
Seattle	5.9	6.9	7.1
Springfield, Ill	5.7	6.4	6.9
Washington, D.C.	7.4	8.0	7.9

HOW MUCH IS IN A CAN?

A 6-ounce can of evaporated milk, bought for 4 cents, costs about 2 cents more per pound than a $1\frac{1}{2}$ -ounce can at 8 cents.

Some foods are advertised "4 cans for 25 cents;" or "3 medium cans for 20 cents;" or "Special, 6 cans for 23 cents" and so on. Perhaps they are good buys. But you can not tell until you know how much is in each can. Cans are of many shapes and sizes -- at least 27 different sizes.

Common sizes of cans for family use are No. 2 for vegetables and No. $2\frac{1}{2}$ for fruits. No. 2 holds about 20 ounces, which makes 4 or 5 servings. No. $2\frac{1}{2}$ holds 28 ounces or over, which makes 5 to 7 servings.

Smaller sizes are the buffet, or 8-ounce can, holding two small servings; the No. 1 or picnic size, holding about 10 ounces, or 2 average servings; the No. 1 tall can, holding 16 ounces, or 3 or 4 servings. Notice the difference between No. 1 and No. 1 tall.

If you buy vegetables in No. 2 cans you probably pay two to four cents less per pound than if you bought the same food in No. 1, or picnic cans. If you buy fruits in No. $2\frac{1}{2}$ cans you probably pay 3 or 4 cents less per pound than if these same fruits were in No. 1 cans.

Tomato juice comes in a dozen or more different sizes, with contents from 7 ounces up to 6 pounds 6 ounces. A $12\frac{1}{2}$ -ounce can at 10 cents costs 4.8 cents more per pound than a 50-ounce can at 25 cents.

And there is another size of can. Watch this one. It looks so much like No. 2 that your eye can hardly tell the difference when they are side by side. This can is a trifle shorter (an eighth of an inch) and a little less in diameter (a quarter of an inch). But it holds 3 or 4 ounces less than No. 2, is often advertised at the same price, may actually sell for more if you are not on guard. This can is known to the trade as No. 303. It is labeled correctly -- 16 ounces net weight, or about the same as a No. 1 tall can. But you may take No. 303 for No. 2 unless you read the label.

If you buy three No. 2 cans of tomatoes for 20 cents you pay 5.6 cents per pound. But if they turn out to be No. 303 cans, at the same price for three, you pay 6.6 cents per pound, and you have 9 ounces less for your 20 cents than you get in three No. 2 cans. If you were buying corn, which is heavier than tomatoes, you would get 12 ounces less for your 20 cents.

Always read the label on canned or packaged goods and watch the price.

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